

WHAT IS CLAIMED IS:

- 1 1. A method for determining whether to market an intellectual property asset, the method
- 2 comprising:
- 3 receiving a description of an intellectual property asset, the intellectual property asset
- 4 based at least in part on an innovation developed for an internal need; and
- 5 generating an assessment of the marketability of the intellectual property asset based at
- 6 least in part on the description of an intellectual property asset and a marketing criterion.

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